



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 5, No. 10

P. BALLANTINE & SONS

December 1961

BALLANTINE SAFE DRIVER HONOR LIST GROWS TO 1074

Story on Page 3



Sleighbing Along With You Know Who. Santa Claus, sleigh and all, will be making the trip to your house soon, but first he's going to make a stop on the Sing Along With Mitch Christmas television show on Thursday, December 21st over NBC. Yep, you're right, that's Mitch wearing Santa's outfit. He makes a pretty good stand-in, but of course, as the children will tell you, the real Santa will be around when it counts.

Don't Miss Christmas

Take time out to find Christmas this year.

No, we're not joking. The signs of Christmas all around you could very well hide the real holiday from your view.

Christmas gifts, yule cards, trees, parties and all the other things associated with the celebration are fine, just as long as you realize they are only symbols of something much deeper — Christmas spirit.

We won't try to define Christmas spirit with words. They'd be inadequate. Let's just say the spirit is something you feel. It's a recognition that for many Christmas is a religious holiday. It's the wish for peace and good will. It's a sense of forgiveness for wrongs you may have suffered. It's a desire to put petty faults aside and see only good in those you know. It's all these and many more.

And while you're finding Christmas don't forget to pause and give thanks. Thanks that you're living in a country such as ours, thanks that you're working for a company such as ours, and thanks for the opportunity to share a joyous holiday such as this one with your family and friends.

Christmas isn't hard to find. But if you're smart you'll never lose it in the first place.

Sincere season's greetings to you all.

PINPOINTED . . .

Up The Ladder

Promotions in the news . . . *Norma Hornbaker* from Clerk to Key-Punch Operator, Accounting . . . *John Lehive* from Bottle Salesman to Sales Supervisor, Red Bank Branch . . . *Edward Kersting* from Clerk 1, Engineering, to Clerk 2, Accounting . . . *Robert Ryan* from Warehousing Clerk to Production Planning Clerk, Production, Planning and Control . . . *Frank J. Skyinskus* from Supervisor 1 to Supervisor 2, Brewing . . . *John Brennan* from Supervisor Trainee to Supervisor 1, Warehousing . . . *William J. Lundy* from Messenger, Credit, to Clerk, Bottling . . . *Chester Karnas* from Supervisor 1 to Supervisor 2, Brewing . . . *Marilyn Markowitz* from Clerk to Bookkeeping Machine Operator, Credit . . . *Mary Ann Knehr* from Clerk to Bookkeeping Machine Operator, Credit . . . *James Francis* from Messenger, Credit, to Clerk, Service.

* * *

New Retirees

Quartet of Quarter Century Club members and eight other employees retired in the last few weeks . . . The 25-Year men among the new retirees are: Brewing's *Cornelius B. Dougherty*, Albany's *Orville T. Fares*, Engineering's *James Couper*, and Bottling's *Louis Vukan* . . . The eight others, part of a growing group of Ballantine retirees, include: Bottling's *Kurt Auerbach* and *Gustave Heinz*, Warehousing's *Frank C. Doerner* and *Edward V. Rucki*, Credit's *Elsie Sherf*, Engineering's *Alfredo Di Pietro*, Garage's *Grant J. Sherrow*, and Brewing's *Joseph J. Dula* . . . Our best wishes for a happy retirement go to them all.

Helping Others

Once again this year the employees of several departments have elected to forego the exchange of Christmas Cards and instead contribute the money they would have spent on cards to a worthy charity . . . Next month's Three Rings will report on the amount of money raised.

Christmas Carols

The Ballantine Glee Club will sing Christmas Carols in the cafeteria on Wednesday, December 20th during the lunch hours . . . The Club, which consists entirely of employees, traditionally sings the carols in the cafeteria just prior to the Christmas holiday.

* * *

Sales Promotion Division

Vice President *W. H. Alley* has announced that the Merchandising Division has been redesignated as the Sales Promotion Division . . . In his announcement, Mr. Alley said, "With the recent transfer to this division of the Film Library, Plant Tour Program, and the Employee Three Ring Shop, in addition to some other functions already assigned, it has become apparent that the term 'merchandising' no longer properly defines the activities and objectives of this arm of the Sales Department. By grouping the many related promotion functions of this Division we feel we are more clearly defining its purpose, which is to promote and increase the sale of Ballantine Beer and Ale." . . . *Martin J. Eagan*, who headed the Merchandising Division, now holds the title Sales Promotion Manager . . . Mr. *H. N. Eriksen*, formerly a District Sales Manager in the Central Atlantic Division, has been appointed Field Liaison Coordinator of the Sales Promotion Division.

Special Show

Ballantine will sponsor a special telecast of Gilbert and Sullivan's operetta, "H.M.S. Pinafore" in the metropolitan New York Channel 4 viewing area, on Christmas Day from 5:05 to 6:30 p.m. . . . Ballantine also sponsored a telecast of the operetta the day after Thanksgiving. If you missed it then make sure to see it on Christmas Day. It's well worth watching.

In The Family

Married. Robert F. Gibson, Merchandising Representative, to Barbara Ann Kolinski at a ceremony in Hewlett, L. I.

Married. Albert Day, Warehousing, to Martha Margaret Day at a ceremony in Irvington.

Married. Raymond Lunney, Hamden Conn. Branch, to Arlene Finley at a ceremony in Jersey City.

Married. Sidney Phillips, N.Y.C. Telephone Sales, to Myrtle Lev at a ceremony in Baltimore, Md.

Married. Orrie Cherasia, Delivery, to Jennie S. Pollack at a ceremony in Woodridge.

Married. Dolores Willbergh, Plant Engineering, to Michael Galvin at a ceremony in Jersey City.

Married. Charles Lee Meade, Brewing, to Lillian Ida Klein at a ceremony in Roselle.

Married. Joseph Stueber, N.Y.C. Telephone Sales, to Edith Melcher at a ceremony in Union City.

Married. Marsha Freda Weinstein, Sales, to Allen David Morris at a ceremony in West Orange.

Married. Judith M. Milchman, Delivery, to Harvey Weiss at a ceremony in Newark.

Born. A son, Francis Jr., to Mr. and Mrs. Francis Joyce at Presbyterian Hospital. The new arrival weighed seven pounds, 12 ounces at birth. He joins a sister in the Joyce household. Dad works in Plant Engineering.

Born. A son, Joseph E., to Mr. and Mrs. Edward Chrzanowski at Perth Amboy Hospital. Joseph weighed seven pounds, 11 ounces at birth. He joins a sister in the Chrzanowski household. Dad works in the Technical Department.

Born. A daughter, Jennifer, to Mr. and Mrs. George May at Flushing Hospital, Flushing, N. Y. Jennifer weighed seven pounds, 12 ounces at birth. She joins two sisters and two brothers in the May household. Dad is a Salesman in New York City Bottle Sales.

Born. A son, William Douglas, to Mr. and Mrs. Joseph Stevenson at Clara Maass Hospital, Belleville. William Douglas joins two sisters and two brothers in the Stevenson household. Dad is a Warehousing Department Supervisor.

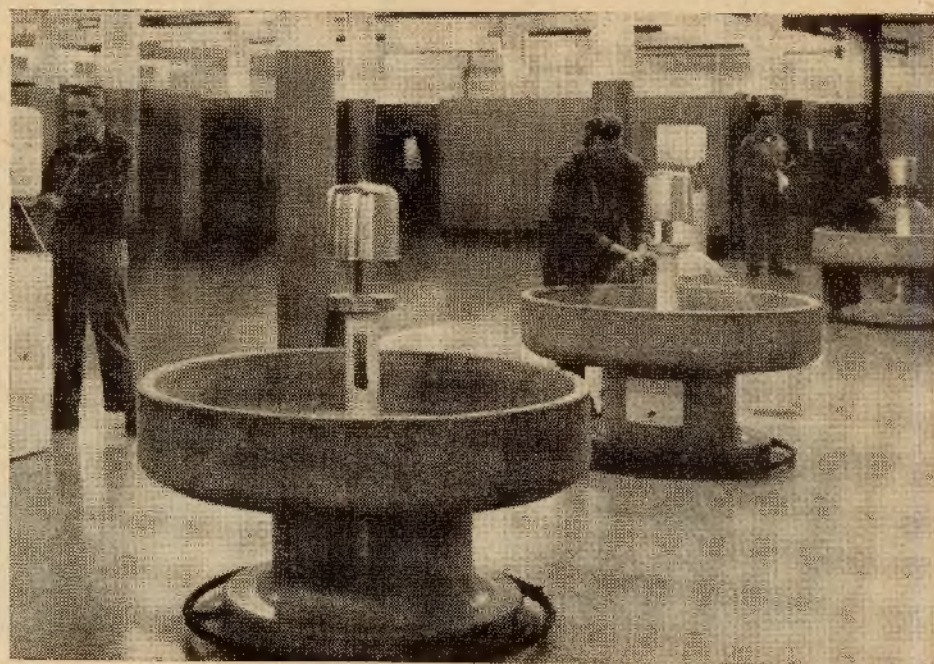
Born. A son, Peter James, to Mr. and Mrs. Francis J. Monahan. Peter James weighed seven pounds, 15 ounces at birth. He joins five sisters and a brother in the Monahan household. Dad works at the Cranston, R. I. Branch.

Turkey Distribution

Distribution of Christmas turkeys has been set for December 20th and 21st at the Freeman Street entrance to the Garage. Hours of distribution will run from 2 p.m. on Wednesday, December 20th, to 5 p.m. on Thursday, December 21st.

The specially-raised, delicious turkeys are Management's holiday gift to all of us. During the daytime hours Santa Claus will be on hand to greet children accompanying relatives to the turkey distribution area. For additional information about the Christmas turkeys see the bulletin boards.

FOR THE CHANGING TIMES



This brand new employee facility is located on the second floor of the former NBC building. It's complete with new wall tiles, new shower facilities, new lockers, and new everything else. It replaces a series of locker rooms which used to be situated in the old Plant 1 Warehouse. The modern look for employee facilities doesn't end with the new locker room, though. As part of our huge construction-expansion program, two new sternenwirths have been put into service inside the warehousing-packaging plant. The plant is still under construction. A third sternenwirth will be added in the near future.

Service Pins Go To 88

Service pins were awarded to 88 employees in recent weeks. The recipients were:

20 Years

Bruce H. Bishop, Engineering
Spencer J. Brock, Sales
Alfredo DiPietro, Engineering
Nicholas Evancew, Purchasing Supervisor
John E. Farrell, Vice President
Peter Finnegan, Bottling Supervisor
Ernest Kuno, Warehousing
Emil Lemke, Engineering
George H. Moffett, Company Photographer
Emil J. Planeta, Wethersfield Conn. Branch
Elsie M. Sherf, Credit
George J. Strauss, Garage
George Ulrich, Delivery
Paul L. Wolf, Delivery

15 Years

Walter Andrusyshen, Brewing
Wilson P. Collins, Brewing
Lawrence A. Deppisch, Production, Planning & Control
Joseph M. DiLazzaro, Brewing
John L. Feldhaus, Brewing
Frank J. Fernicola, Delivery
Walter J. Fitzgerald, Purchasing
Thomas Gardner, Brewing
Frank C. Grodzky, Brewing
John F. Gunner, Shift Superintendent, Warehousing
William C. Hansen, Brewing
Francis J. Hopler, Warehousing
Arnold F. Johanny, N.Y.C. Bottle Sales
Raymond D. Jucks, Brewing
Michael Kauger, Special Events Representative, Sales
Martin Kenny, Engineering
Michael H. Kertis, Garage
Ralph R. Klein, Fairfield Conn. Branch
Donald E. Lingrad, Brewing
Timothy P. McAuliffe, Fairfield Conn. Branch Manager
Leo J. McClinchy, Delivery
Theodore Monetti, N.Y.C. Credit
Henry J. Opalach, Wethersfield Conn. Branch
James F. Quinn, Brewing
Dorothy A. Reilly, Secretary to Vice President of Operations
Louis J. Rienzo, Warehousing Supervisor
Joseph J. Salayi, Brewing
Joseph T. Sallemi, Shift Supervisor, Warehousing

Ross A. Schilare, Warehousing
Peter Scoles, Industrial Relations
Frederick B. Sonzogni, Brewing
John V. Szeliga, Brewing
Asahal Tennyck, Brewing
Domenico Tucci, Engineering
Gordon J. Vanderwall, Brewing
Alphonse P. Zatorski, Credit

10 Years

William R. Brittingham, Bottling Supervisor
Jerry M. Coppola, Accounting
Clayton Fetherolf, Bottling Supervisor
Henry Hoelle, Engineering
Joseph E. Kennedy, Wethersfield Conn. Branch
Josephine Kiley, Brewing
Edward A. McGovern, Technical
Eleanor Miller, Credit
Andrew Paine, Service Supervisor
John J. Pasternak, Warehousing
Joseph F. Pisony, Purchasing
John Poperak, Engineering
John T. Roberts, Washington Branch
Stanley E. Smolinski, Engineering
Anthony J. Stankowski, Bottling

5 Years

Herbert A. Baumer, Warehousing
Michael J. Bonner, Merchandising Representative
Ethel M. Burckett, Credit
Martin L. Burns, N. J. Bottle Sales
Myrtle C. Burns, Garage
Edward J. Chrzanowski, Technical
John P. Coughlin, Production, Planning & Control
Alma E. Curry, Sales
May Lou Davidson, Delivery
Daniel D. Doyle, Jr., District Sales Manager, North Atlantic Division
Thomas P. Drennan, N. J. Bottle Sales
Robert L. Eldridge, Warehousing
John P. Ensor, N. J. Draught Sales
Frank D. Gordon, Warehousing
Charles J. Kelly, Warehousing
Robert A. Miller, Warehousing
Joseph P. Morrone, Accounting Supervisor
Donald Mulligan, Warehousing Supervisor
Marie M. Murphy, N.Y.C. Sales
Edward J. Nolan, Albany Branch Manager
Morris J. Santangelo, Warehousing
Evelyn Schott, Credit
Edward L. White, Warehousing

Charities Drive Passes Goal; \$48,545 Raised

Following a pattern of generous giving which has singled them out for recognition many times in the past, Ballantine's Newark employees pledged or contributed a total of \$48,545 in the recent Three Ring Charities Fund Drive. The amount was the most ever raised in a campaign here and was \$545 higher than the quota set when the drive began in October.

The once-a-year charities appeal at the brewery is for the benefit of more than 70 agencies represented by the United Appeals Campaign of Newark, Irvington and West Hudson. As such, the money raised here will help men, women and children

of all ages.

It's possible that the employee contribution to the recent drive will go even higher. Though virtually all returns are in and tabulated, there are always a few that come in after the campaign is completed.

In passing quota, employees made it ten years in a row that they topped their previous year's record for unselfish giving. A little more than \$47,000 was raised in the last campaign.

Personnel's Rudy Munz was chairman of the Three Ring Drive and he was assisted by representatives from every department in the brewery.

Close To Home

It is with sincere regret we report the deaths of the following employees during recent weeks:

Onufry Barszczowski, Pensioner. Mr. Barszczowski started his Ballantine career in June, 1943 as a Yardman. He retired in December, 1959. He lived at 65 Houston Street, Newark.

John Forsyth, Pensioner. Mr. Forsyth started his Ballantine career in June, 1938 as an Engineer. He retired in July, 1954. Mr. Forsyth lived at 15 Osborne Street, Bloomfield.

Robert Bailey, Pensioner. Mr. Bailey, a Quarter Century Club member, joined Ballantine in May, 1935. A Bottler, he retired in March, 1960. Mr. Bailey lived at 239 Munn Avenue, Irvington.

turned in Lake Hopatcong. His father-in-law, Frank Cavanagh, is a Ballantine Pensioner. Mr. Gerndt lived at 368 Sanford Avenue, Newark.

James MacDiarmid, Assistant Advertising Manager. Mr. MacDiarmid had been with Ballantine since January, 1936 and joined the Quarter Century Club this year. He was born in Glasgow, Scotland and came to this country as an infant. Mr. MacDiarmid was graduated Phi Beta Kappa from St. Lawrence University and started his Ballantine career at the age of 25. During World War II he was in the Navy and reached the rank of Lieutenant serving in the Pacific Theatre of Operations. He became Assistant Advertising Manager when he returned to Ballantine after the war.



Sleighting Along With You the Sing Along With Mitch Christmas television show. Santa's outfit. He makes a pretty good stand-in it counts.



MEN WITH (SAFE) DRIVE — Vice President R. N. Bostock congratulates the five men who have 24 years of safe driving to their credit as General Transportation Manager Harold Bliwise looks on. From left are Mr. Bliwise, Mr. Bostock, Walter Merklin, Wesley Hagan, John Storey, Frank Freibott and Russell Boutillette.

Record Number Of Employees Earn Annual Safe Driving Honors

The 1961 Ballantine Safe Driver list, paced by five men with 24 years of safe driving to their credit, holds the names of a record-breaking total of 1074 employees, it was announced early this month.

The number of safe drivers, each of whom will receive a safe driving card and pin, represents more than 85 percent of eligible truck drivers and operators of other vehicles from all plant and branch departments. To earn the honor all had to complete the year running from October 1, 1960 to September 30, 1961, without a chargeable accident.

The 1074 names add up to an increase of 28 over last year's high of 1046. The proportion of drivers with 15 or more years of safe driving behind them grew even more. In 1961, 137 men fell into that category. The number was 101 in 1960.

Here's The Result

The attention Ballantine drivers are paying to safety, as witnessed by the 1074 persons honored this month, has resulted in our truck fleet winning national honors for outstanding driver safety performance in the Brewing Industry Division of the 30th National Fleet Safety Contest. The contest is conducted by the National Safety Council and sponsored by the United States Brewers Foundation.

The chairman of the contest committee has notified the Brewery that our fleet has earned a Certificate of Achievement for significantly reducing its current year's accident experience over that reported during the preceding two contests. The award is based on the fleet safety performance from July, 1960 through June, 1961.

The five men who finished on top of this year's safety list include four route drivers and a New Jersey draught salesman. They are: routemen Russell Boutillette, Walter Merklin, John Storey, and Frank Freibott and salesman Wesley Hagan.

Other employees who have safe driving records of 20 years or better are:

23 Years — John Summers, Bottle Driver; Tom Bushman, Trailer Driver; Roman Birchler, Red Bank Driver; William L. Zubrod, District Sales Manager; and Peter Bruck and Francis Donlon, Tillson salesmen.

22 Years — Robert Scott, Bottle Driver; Robert Vail, Draught Driver; Bernard Mulhall, Trailer Driver and Harold Ardrey, Red Bank salesman.

21 Years — Theodore Kapuscinski, Bottle Driver; Arthur Millan, Draught Driver; James Altimari, Albany Driver; John Conklin, Dis-

trict Sales Manager; and Emil Helfer, District Sales Manager.

20 Years — Frank Vogel and Walter Nieratko, Bottle Driver; Louis Gargano, Draught Driver; William Robertson, Trailer Driver; Walter Benbrook, Intra Driver; Robert Ball, N. J. District Sales; and Furman Strang, N. J. Draught Sales.

36 Join Ballantine Blood Bank Gallon Club



Thirty-six new members were officially enrolled in the Ballantine Blood Bank Gallon Club at a luncheon held in the cafeteria late last month. With the enrollment of these new members the Newark Gallon Club now totals 121.

The thirty-six honored were congratulated and commended for their valuable assistance to the Bank by Director of Industrial Relations Howard E. Grigg. Mr. Grigg presented each with a Gallon Club pin. Most of the 36 enrolled were present for the luncheon and are shown in the photo here.

The new Gallon Club members are: Charles Baker, Peter Beirne,

Luther Bennett, George Binder, Donald Bishop, William Boyle, Raymond Braunsreuter, Leo Cahill, William Ciscowski, William Cordes, Anthony Crescenzi, Walter Dote-gowski, Anthony Ferrone, Fred Foster, Thomas Ganley, Clarence Heller, Luke Hyland, Edward Kinsella, Henry Klubert, Raymond La-Fay, Angelo Malaspina, Frank Matusiak, James Messineo, Cornelius Murphy, Paul Mustacchio, William Null, Michael Petrone, Thomas Ratigan, Harry Riordan, Arthur Ritter, Walter Roth, Joseph Schwartz, John Semple, Harry Wagner, Zigmund Vincent Zambauskas.

THREE RINGS SPORTSCOPE



This is the Light Lager team, one of the leaders in the Flavor Division. Standing are John Mazey and Frank Tallarida. Kneeling, from left, Lou Rosinski, George Sobolewski and Mike Powers. Team member Frank Preston is not shown.

Retiree Jack Mulhall, Sr. Has Top Bowling Average

There's no age limit on bowling talent.

It's being proved every Friday in the Body Division as Jack Mulhall, Sr. shows some of the folk just how to go about winning a high average. At this time he leads not only the Body Division but the entire Ballantine men's interdepartment bowling league with a snappy 191 individual average.

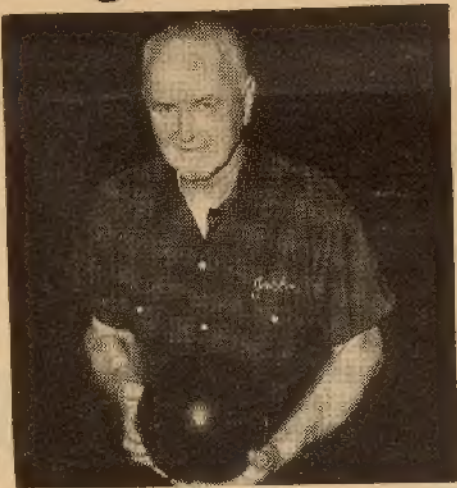
Jack, 70 years young, is a retired brewer but is still an active bowler. As you might expect, he bowls with the Brewers team, and that squad is just a couple of games out of first place. Recently Jack turned in a fancy demonstration as to how he keeps his average up. He fired a 649 series on games of 255, 210 and 184.

His 649 series is the fourth highest registered in the entire league so far this season. Top honors in that department presently rest with John Carroll who owns a 670 mark. John scored the high series last month on games of 244, 244 and 182.

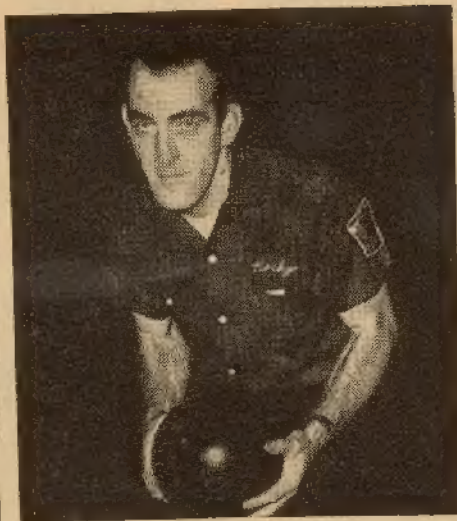
When it comes to high team three-game series and high team individual game marks, the laurels rest with the Bottle Drivers 1 squad of the Body Division. The Drivers registered a 2862 three-game series and a 1087 individual game, and now lead the league in both of those categories.

The league's seven division races are still very tight. As was the case at our last writing, just one or two nights of action and all of the present leaders could conceivably find themselves on the outside looking in.

pure goes to prove it's going to new year for bowl.



Jack Mulhall, Sr.



John Carroll

CHAMPIONSHIP TEAM HONORED AT DINNER



Ballantine's softball nine, winner of the Ironbound Industrial League title and the Newark Industrial Tournament, was honored by the Company at a dinner in the cafeteria recently. From left are: Frank Pulidore, Jr., Herbert Heilman, Jr., Ralph Pepe, Gus Norulak, Frank Pulidore, Sr. (holding trophies team earned), Len Scelfo, Stanley Olewinski, John Zurawski, Al Ornowski, Bruce Wheeler, Bill Bacha, Tony Kret, Anthony Muccia and Tom Hyslop. Team members Joseph Zurawski, Al Pepe and John Strouse are not shown.

Hops Team First in Girls' Bowling League

Close competition is quite the fashion in the Girls' Bowling League.

The ladies, bless them, take their bowling seriously, consequently the battle for first place between the Belle Hops and One Way Pints teams has been the leading eyebrow raiser in recent weeks.

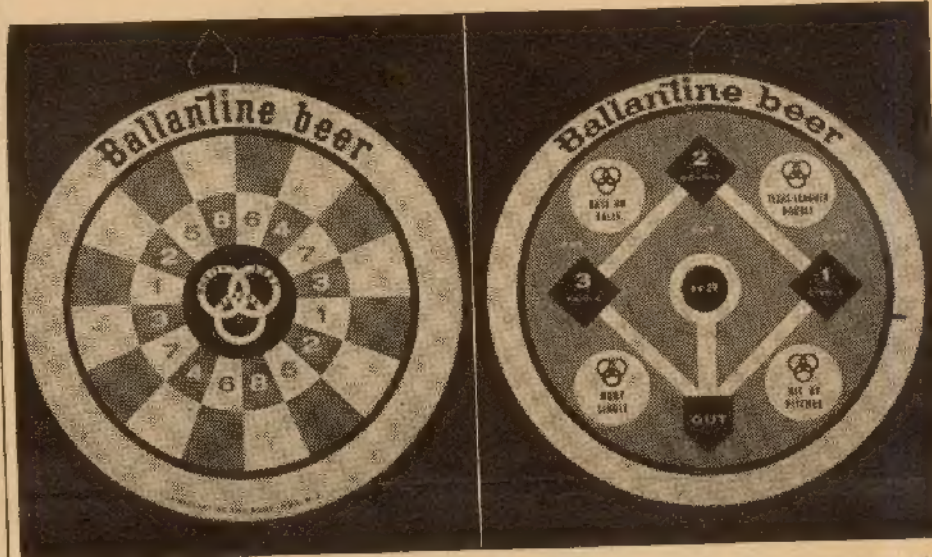
The Hops are skipping along in first place while the Pints are just two games behind. The lead has been changing back and forth faster than the special sales in the uptown department stores.

While most of the battle for league leadership has been between the Hops and Pints, the 1840 Bloomer Girls and the Six Packs teams have been coming along strong and are now very much in contention. The Six Packs, a new team this year, and the 1840 Girls, who finished in last place last season, are tied for third place and are only three games away from the top spot.

If the top four teams figure the league championship is going to be decided between them, they may get a real surprise. At this writing there is only an eight game difference between first place and last.

Anyway who ever said the ladies were predictable?

On Target For Christmas



If you're aiming to buy a Christmas gift that'll provide hours of fun, the employee Three Ring Shop has just the thing. It's the Ballantine dart board, both sides of which are shown here, yours for only \$2.40. The board comes complete with three darts. It's a regular \$5.95 value so act fast, quantities are limited. Conveniently located on the third floor of the Utility (Cafeteria) Building, the Three Ring Shop can provide you with many other "just right for Christmas" gifts, too. The Shop now has special holiday season hours and is open Tuesdays and Thursdays 11:30 a.m. to 3 p.m. and from 6:30 a.m. to 10:00 a.m. Wednesday. After Dec. 21st the store will be open only on Thursdays and other Wednesday at the hours listed here.

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Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brozowski; Merchandising, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Red Bank, Faith W. Hessel; Tillson, Elaine F. McCann; Washington, Louis Frid.

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